

Message Text

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ACTION EB-11

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FM AMEMBASSY LONDON

TO SECSTATE WASHDC 2885

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E.O. 11652: N/A

TAGS: BEXP

SUBJECT: FY 1974 COMMERCIAL OBJECTIVES

REF: STATE 128397

1. (A) OBJECTIVE ONE: OBTAIN MAXIMUM BENEFIT FROM RISE IN UK MANUFACTURING INVESTMENT AND DOLLAR EXCHANGE RATE. ACTION ONE: CONTINUE POST RESEARCH TO IDENTIFY ADDITIONAL SEGMENTS OF TARGET INDUSTRIES WHICH HAVE ABOVE EXPORT POTENTIAL AND SHOULD BE PROMOTED IN THIS MARKET. ACTION TWO: CONDUCT POST RESEARCH ON SELECTED SEGMENTS OF NONTARGET INDUSTRIES, E.G., CONSUMER GOODS WHICH CAN NOW BE IDENTIFIED AS HAVING ABOVE AVERAGE EXPORT POTENTIAL DUE TO REVALUATION OF CHIEF COMPETITOR COUNTRIES' CURRENCIES, RANK THESE IN ORDER OF PRIORITY, RECOMMEND CONTRACT MARKET RESEARCH AND METHODS OF PROMOTING SELECTED PRODUCT CATEGORIES IN THIS MARKET. ACTION THREE: CONTINUE INCREASE TRADE OPPORTUNITY REPORTING WITH EMPHASIS ON SUBMISSIONS RELATED TO TARGET INDUSTRIES AND OTHER SIGNIFICANT OPPORTUNITIES WHICH WARRANT SPECIAL HANDLING. CONTINUE FOLLOWUP ACTIVITY 90 DAYS AFTER SUBMISSION OF TO'S AND REPORT INDIVIDUAL RESULTS TO COMMERCE. ACTION FOUR: INCREASE FIELD WORK ESSENTIAL TO FOREGOING ACTIONS TO 20 PERCENT OF MAN HOURS AVAILABLE TO COMMODITY/INDUSTRY OFFICERS AND SPECIALISTS (P 7 PERCENT FROM CT 1972). TOTAL EXPENDITURE REQUIRED FOR THIS PURPOSE, I.E., LOCAL TRANSPORTATION AND PER DIEM IS \$3,600.00. ACTION FIVE: IN COOPERATION WITH COMMERCE FINALIZE PLANS FOR FY

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75 EVENT SCHEDULE TO INSURE SELECTION OF EXHIBITION TH

THEMES WITH MAXIMUM IMPACT FOR REOPENING OF TRADE
CENTER AT NEW SITE.

2. (B) OBJECTIVE TWO: PROTECT U.S. COMMERCIAL
INTERESTS IN EXPLORATION AND DEVELOPMENT OF NORTH

SEA OIL. ACTION ONE: CONTINUE REPRESENTATIONS TO HMG
ON BEHALF OF U.S. COMPANIES. ACTION TWO: CONTINUE
EXCHANGE INFORMATION WITH U.S. COMPANIES AND PROVIDE
GUIDANCE AS NECESSARY. ACTION THREE: CONTINUE SEEK
OUT AND PROMOTE TRADE AND LICENSING OPPORTUNITIES
ASSOCIATED WITH NORTH SEA OIL PROJECTS. ACTION FOUR:
IN COORDINATION WITH COMMERCE, CARRY ON WITH PLANS AND
RECOMMENDATIONS TO INSURE SUCCESSFUL U.S. PARTICIPATION
IN OFFSHORE INTERNATIONAL EXHIBITION AND CONFERENCE
IN LONDON OCTOBER 1974.

3. (C) OBJECTIVE THREE: RESOURCE REALLOCATION. ACTION
ONE: DURING CLOSEDOWN OF TRADE CENTER AND RELOCATION
AT NEW SITE, UTILIZE COMMODITY/INDUSTRY OFFICER AND
SPECIALIST TIME NORMALLY DEVOTED TO SUPPORT OF TRADE
CENTER EVENTS SEPTEMBER THROUGH FEBRUARY TO ACTION
REQUIRED FOR ACCOMPLISHMENT OF OBJECTIVE ONE ABOVE.
ACTION TWO: UTILIZE TRADE CENTER STAFF RESOURCES NOT
FULLY OCCUPIED WITH READYING NEW TRADE CENTER SITE
TO DEVELOP MAJOR CAMPAIGN AIMED AT FULL SCHEDULE OF
BETWEEN SHOW PROMOTIONS WITH PARTICULAR EMPHASIS ON
THOSE COMPANIES WHICH ARE NEW TO EXPORT OR HAVE NEW
TO MARKET PRODUCTS.

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